

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Canceled)
- 1 2. (Canceled)
- 1 3. (Canceled)
- 1 4. (Previously presented) The method of claim 43, wherein the business solution is a
2 general business solution based on the selected dynamic set of questions and the specific
3 industry.
- 1 5. (Original) The method of claim 4, further comprising the step of providing a specific
2 business solution based on the general business solution, wherein the general business
3 solution and the specific business solution are stored in a database and are provided based
4 on a set of rules.
- 1 6. (Original) The method of claim 5, wherein the specific business solution is
2 transparent to a user.
- 1 7. (Original) The method of claim 5, further comprising the step of ranking one of the
2 general business solution and specific business solution in order of business priority
3 based on ranking rules.

- 1 8. (Previously presented) The method of claim 7, further comprising the step of storing
2 the selective dynamic set of questions, the business measures, the specific industry code
3 and the responses to the selective dynamic set of questions in the database.
- 1 9. (Previously presented) The method of claim 43, wherein the business measure is a
2 business specific measure defined as one of inventory, revenue, costs of goods sold,
3 selling and administrative expenses, fixed assets, accounts receivable, and accounts
4 payable.
- 1 10. (Previously presented) The method of claim 9, wherein the selected dynamic set of
2 questions are questions based on the specific industry and the business measure.
- 1 11. (Canceled)
- 1 12. (Previously presented) The method of claim 43, further comprising the step of
2 providing rules for determining the next question based on the previous answer.
- 1 13. (Original) The method of claim 12, wherein the rules determine whether the next
2 question is a duplicate of a previous question such that the previous question is selected
3 only once.
- 1 14. (Original) The method of claim 13, wherein the rules determine that no further
2 question is selected.
- 1 15. (Previously presented) The method of claim 43, further comprising the step of
2 providing quantitative dynamic set of questions based on the selective dynamic set of
3 questions and the response.

1 16. (Previously presented) The method of claim 15, further comprising the step of
2 providing a financial analysis of the business solution based on at least one quantitative
3 response to the quantitative dynamic set of questions.

1 17. (Original) The method of claim 16, wherein the financial analysis is a rate of return
2 (ROR), a return on investment (ROI) or a return on assets (ROA).

1 18. (Canceled)

2

1 19. (Canceled)

1 20. (Previously presented) The method of claim 43, further comprising the step of
2 ranking one of the general business solution and the specific business solution in order of
3 business priority based on ranking rules.

1 21. (Previously presented) The method of claim 43, further comprising the step of
2 providing rules, wherein the rules at least (i) determine a next question based on a
3 previous answer, (ii) determine that no further question needs to be selected and
4 (iii) determine whether the next question is a duplicate of a previous question such that
5 the previous question will only be presented once.

1 22. (Previously presented) The method of claim 43, further comprising the steps of:
2 providing at least one quantitative question based on the response; and
3 providing a financial analysis of the business solution based on at least one
4 quantitative response to the at least one quantitative question.

1 23. (Canceled)

1 24. (Canceled)

1 25. (Previously presented) The system of claim 44, further comprising means for
2 providing a specific business solution based on a general business solution of said general
3 or specific business solutions.

1 26. (Original) The system of claim 25, further comprising means for generating rules,
2 the generating rules means providing (i) the selected metrics based on the responses,
3 (ii) the general business solution based on the responses and the specific industry and
4 (iii) the specific business solution based on the general business solution.

1 27. (Previously presented) The system of claim 26, further comprising means for storing
2 the dynamic set of questions, the responses, the general business solution and the specific
3 business solution.

1 28. (Original) The system of claim 25, further comprising means for providing a
2 financial analysis of one of the general business solution and the specific business
3 solution based on quantitative responses.

1 29. (Previously presented) The system of claim 44, wherein:
2 the computer-implemented means for permitting a user to select one or a plurality
3 of business measures is comprised of a business driver module which stores business
4 measures associated with a specific industry;
5 the computer-implemented means for presenting a dynamic set of questions is
6 comprised of a business metrics module which stores questions associated with the
7 specific industry and at least one selected business measure stored in the business driver
8 module; and

9 the means for using a computer to analyze a user's answers to the dynamic set of
10 questions and to provide general or specific business solutions as determined by an
11 analysis of said user's answers is comprised of a business solution module which
12 provides business solutions based on responses to selected questions stored in the
13 business metrics module and the specific industry.

1 30. (Original) The system of claim 29, further comprising a quantitative metrics module
2 associated with the business solution module, the quantitative metrics module storing
3 specific quantitative questions.

1 31. (Original) The system of claim 30, further comprising a financial analysis module
2 which calculates financial benefits of the business solution based on quantitative
3 responses to selected specific quantitative questions stored in the quantitative metrics
4 module.

1 32. (Original) The system of claim 30, further comprising a rules module which
2 generates rules, the rules being used to determine the business solution based on the
3 responses and pertinent questions to provide to a user based on the responses.

1 33. (Original) The system of claim 32, further comprising a database which stores the
2 business driver module, the business metrics module, the responses and the business
3 solution module.

1 34. (Original) The system of claim 30, wherein the business driver module, the business
2 metrics module and the business solution module are accessed by one of a web page
3 resident on a server, a telephone and a personal digital assistant.

1 35. (Canceled)

- 1 36. (Canceled)
- 1 37. (Previously presented) The machine readable code of claim 45, wherein the business
2 solution is one of a general business solution and a specific business solution.
- 1 38. (Original) The machine readable code of claim 37, further comprising the step of
2 ranking the business solution in order of business priority based on ranking rules.
- 1 39. (Previously presented) The machine readable code of claim 37, wherein the business
2 measure is a business specific measure defined as one of inventory, revenue, costs of
3 goods sold, selling and administrative expenses, fixed assets, accounts receivable, and
4 accounts payable.
- 1 40. (Previously presented) The machine readable code of claim 45, further comprising
2 the step of providing rules for determining a next question of the selective dynamic set of
3 questions based on a previous response to the selective dynamic set of questions.
- 1 41. (Previously presented) The machine readable code of claim 45, further comprising
2 the step of providing quantitative questions based on the selective dynamic set of
3 questions and the response.
- 1 42. (Previously presented) The machine readable code of claim 45, further comprising
2 the step of providing a financial analysis of the business solution based on at least one
3 quantitative response to a quantitative question from the dynamic set of questions.
- 1 43. (Previously presented) A computer-implemented method of providing business
2 solutions over an interactive communications medium, comprising the steps of:

3 permitting a user to select an industry from a set of industries electronically stored
4 in a database for which business solutions are available,

5 permitting a user to select one or a plurality of business measures from a set of
6 business measures electronically stored in a database, wherein each business measure is
7 associated with a particular financial aspect of a selected industry,

8 using a computer connected to an interactive communications medium to assist a
9 user in performing a qualitative assessment on each one of said selected one or a plurality
10 of business measures based on benchmarks relevant to a selected industry,

11 based on said qualitative assessment from among questions electronically stored
12 in a database which relate to selected business measures of a selected industry, presenting
13 a dynamic set of questions such that questions for a user can be applied to database
14 contents for a plurality of purposes, one of said purposes being to permit a next question
15 to be based on a previous question and a previous answer, and permitting a user to answer
16 said dynamic set of questions,

17 using a computer to analyze said user's answers to said dynamic set of questions
18 and to determine a business solution based on an analysis of said user's answers, and for
19 providing said business solution to said user,

20 using a computer to analyze said business solution based on a selected industry,
21 business measures and associated benchmarks, and to perform a return on investment
22 analysis, and

23 selecting a specific industry code identifying said selected industry.

1 44. (Previously presented) A system for providing business solutions over an interactive
2 communications medium, comprising the steps of:

3 computer-implemented means for permitting a user to select an industry from a
4 set of industries electronically stored in a database for which business solutions are
5 available,

6 computer-implemented means for permitting a user to select one or a plurality of
7 business measures from a set of business measures electronically stored in a database,
8 wherein each business measure is associated with a particular financial aspect of a
9 selected industry,

10 means for using a computer connected to an interactive communications medium
11 to assist a user in performing a qualitative assessment on each one of said selected one or
12 a plurality of business measures based on benchmarks relevant to a selected industry,

13 computer-implemented means for presenting, based on said qualitative assessment
14 from among questions electronically stored in a database which relate to selected business
15 measures of a selected industry, such that questions for a user can be applied to database
16 contents for a plurality of purposes, one of said purposes being to permit a next question
17 to be based on a previous question and a previous answer, and permitting a user to answer
18 said dynamic set of questions,

19 means for using a computer to analyze said user's answers to said dynamic set of
20 questions and to determine a business solution based on an analysis of said user's
21 answers, and for providing said business solutions to said user, and

22 means for using a computer to analyze said business solution based on a selected
23 industry, business measures and associated benchmarks, and to perform a return on
24 investment analysis, and

25 means for using a computer to select a specific industry code identifying said
26 selected industry.

1 45. (Previously presented) A machine readable medium containing code for instructing a
2 computer to provide business solutions over an interactive communications medium, the
3 code implementing the steps of:

4 instructing a computer to permit a user to select an industry from a set of
5 industries electronically stored in a database for which business solutions are available,

6 instructing a computer to permit a user to select one or a plurality of business
7 measures from a set of business measures electronically stored in a database, wherein
8 each business measure is associated with a particular financial aspect of a selected
9 industry,

10 instructing a computer connected to an interactive communications medium to
11 assist a user in performing a qualitative assessment on each one of said selected one or a
12 plurality of business measures based on benchmarks relevant to a selected industry

13 instructing a computer, based on said qualitative assessment from among
14 questions electronically stored in a database which relate to selected business measures of
15 a selected industry, such that questions for a user can be applied to database contents for a
16 plurality of purposes, one of said purposes being to permit a next question to be based on
17 a previous question and a previous answer, and permitting a user to answer said dynamic
18 set of questions,

19 instructing a computer to analyze said user's answers to said dynamic set of
20 questions and to determine a business solution based on an analysis of said user's
21 answers, and for providing said business solution to said user, and

22 instructing a computer to analyze said business solution based on a selected
23 industry, business measures and associated benchmarks, and to perform a return on
24 investment analysis, and

25 instructing a computer to select a specific industry code identifying said selected
26 industry.